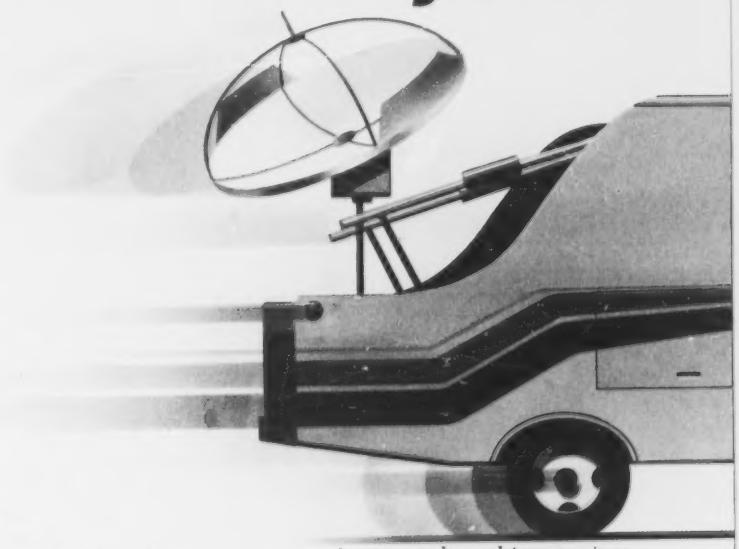
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 31

C1750-1

0 to 65 in 3.1 years.



Beam Communications is an aggressive broadcast group with a strong commitment to news.

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An asset evaluation

Vol. 113 No. 9

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Cable value tops broadcast TV... page 31.

Westwood One-NBC Radio deal completed... page 34.

State of the art of journalism... page 41.

New order for top 20 TV group owners... page 32.

Cable operators, news directors head South... page 81, 59.

BOTTOM LINE □ BROADCASTING calculations find that value of cable TV industry surpasses that of broadcast television by almost $30 billion. **PAGE 31.**

DOTTED LINE □ Westwood One's $50-million acquisition of NBC Radio Networks will result in some layoffs and several consolidations of NBC network departments. **PAGE 34.**

JOURNALISM 1987 □ High stakes and vigilance over competitive techniques to lure viewers makes local television news an exciting and increasingly sophisticated business. **PAGE 41.** NBC News has added evening news race to its list of laurels, but people meter rating system will affect outcome of future races. **PAGE 50.** The uneasy relationship of news and profit. **PAGE 54.** Never-ending news coverage finds its place on cable. **PAGE 56.** Broadcasters debate whether nature of radio news is dramatically changing in 1987, including loss of radio's local emphasis in reporting. **PAGE 98.**

NEWS DIRECTORS HEAD TO ORLANDO □ Tough issues are on agenda of 42d annual RTNDA conference in Orlando, Fla., Sept 1-4. Preview, agenda and list of exhibitors begin on **PAGE 59.**

CABLE OPERATORS GO TO ATLANTA □ Overbuilds, improving profits and better marketing techniques highlight Eastern Cable Show Aug. 30-Sept. 1. Advance and list of exhibitors begin on **PAGE 81.**

TAXING TIMES IN FLORIDA □ Florida governor has told legislative leaders he would attempt to put Florida's controversial 5% service tax, which affects advertising, on ballot. **PAGE 84.**

NEXT AX TO FALL? □ Petioners ask FCC to abolish fairness doctrine corollaries. **PAGE 89.**

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Gathering of global minds

U.S. media companies may be left out of a rapidly changing world information scene if political and economic barriers to their participation are not quickly fought. This according to organizers of a day-long Washington conference Sept. 16 to examine how to keep global markets open.

The gathering, sponsored by the American Bar Association in association with the National Association of Broadcasters, the American Advertising Association, The Georgetown Center for Strategic and International Studies and the International Law Institute, will bring together an invitation-only group of media business executives, communications lawyers, U.S. government officials and international consultants to discuss ways in which "freedom of communication services can be made a serious, high-level trade debate," according to conference coordinator John Eger of Worldwide Media Group.

Among conference participants are Acting Secretary of Commerce Bud Brown, former FCC Chairman Mark Fowler, National Telecommunications and Information Agency head Charles Z. Wick, State Department's Diana Lady Dougan, MCA/Universal's Charles Morgan, Britain's Superchannel managing director Charles Levison and former U.S. Ambassador to GATT (General Agreement on Tariffs and Trade) William N. Walker. The conference will be held at NAB headquarters in Washington.

between $2.5 billion and $3.5 billion. The network portion of those estimates adds roughly $4 billion to the total, now at $50.1 billion, and net of debt, $35.3 billion.

The quality of these numbers is dependent on the quality of the estimates for industry-wide revenue and operating margins. Robert Coen, senior vice president and director of forecasting for McCann-Erickson, projects 1987 network revenue of $8,970,000,000 (BROADCASTING, June 22). Net of agency commission and commercial production costs, that total would be closer to $7.5 billion. Operating margins vary significantly by network, with only NBC expected to show any significant operating cash flow in 1987. BROADCASTING's three-network profit estimate (May 4) was $410 million, which might be raised now to $450 million because of the strong upfront advertising market.

What multiple of cash flow should one use to value a television network? The sales of NBC and ABC have done nothing to alter or reinforce the traditional multiple of eight. That gives a three-network value of $3.6 billion, which, combined with the negative cash flow, but still presumably valuable, Fox network could bring the total to the $4 billion mentioned above.

As for valuing the stations, a study of operating margins for 41 group owners was recently conducted by John Kornreich of Neuberger & Berman. The groups included make up the preponderance of TV station operators in the top 50 markets and their combined revenue was $6.3 billion, or over half of the $10.7 billion in net spot and local revenue that Coen said went to all TV last year. The mean average cash flow margin for the group owners was 39.3%. That number would be high for the industry as a whole, however, because Kornreich's study is weighted toward affiliate owners and larger-market stations, both of which have higher margins than others. A more likely average for the industry as a whole would be about 33%.

That margin, multiplied by Coen's estimate of $11.6 billion in spot and local TV, would produce cash flow of $3.8 billion, which, multiplied by 12, produces the $46.1 billion total. In reality, multiples cover a wide range and in some cases are meaningless, but 12 times 1987 cash flow would be a reasonable number, according to station broker Howard Stark.

How much of the programing/production industry to include in the broadcasting industry is a difficult question. If networks are included, barter syndication should be too since both are of the same genus but at different stages on the evolutionary scale. Barter revenue for 1987 is projected to be $645 million, but margins range from at least 50%, reported by Multimedia, to losses taken on some first-run programing.

Using a 25% average margin and a 12-times multiple, one would come up with a barter value of $1.8 billion, which is undoubtedly too low, since King World Productions alone has a current market capitalization of more than $900 million. A more likely number, just for barter, would be, say, $3 billion.

The real difficulty with the programing side is not with multiples, or even with evaluating film libraries, but where to stop. Why include the value of barter shows, but not those bought for cash, or for that matter, money obtained for sports rights fees? And if networks and other programing companies are included, there is at least some double counting of revenue and therefore asset value. □

List of top 20 TV group owners takes new shape

Same players, but new order of top TV station owners; Spanish-language stations reach new heights

Although no new players have been added to the list of top 20 group owners this year, there have been many shake-ups in the order, and depending on the status of RKO's KHJ-TV Los Angeles, the lineup could change once again.

KHJ-TV was already responsible for skewing the chart when the imminent sale of the station to Group W fell through, moving the latter from the sixth to the eighth spot.

The positions of the top five groups remain intact, though NBC's proposed purchase of WTVJ(TV) Miami from SCI Inc. will move NBC (at 1.37% coverage) closer to Capcities/ABC's dominant coverage of the U.S.

Although not existing two years ago, Home Shopping Network, the Clearwater, Fla.-based purveyor of teleshopping programs, became the sixth largest television group owner with the purchase of two new TV's in 1987. Silver King Broadcasting, as HSN calls its various broadcasting subsidiaries, bought KLTJ(TV) Irving, Tex., for $16.25 million and KWVT(TV) Salem, Ore., for $5 million last June (both "Changing Hands," June 15).

Chris Craft moved up also, because of Group W's fall to eighth place. Spanish-language broadcaster Reliance Group Inc., jumped from 17th to ninth place with the purchase of KSTS(TV) San Jose, Calif., and a new TV in Galveston, Tex. (Houston) for $25 million. The joint venture of Hallmark Cards and First Chicago Corp., also Spanish-language broadcasters, changed from 14th to 12th place with the purchase of KDTV(TV) San Francisco at the end of last year for $25 million.

With SCI Holdings Inc. (formerly KKR) selling its WTVJ(TV) Miami to NBC for $365 million, and combined with the sale of WLOS(TV) Asheville, N.C., last year, SCI moved from ninth to 13th. It is still awaiting the decision of a review of the initial approval of the sale of WTVJ(TV). SCI still has to close on its sale of a half-interest in its six TV's to Gillett.

Gannett, with no new purchases, stayed at 10th place this year. TVX, as expected, moved from its 11th spot to 15th because of the mandatory sales of two of its stations. (The purchase of Taft's TV stations had given TVX—with a temporary waiver from the FCC—14 stations). Cox moved up from 12th last year to take TVX's place.

With the rapid ascension of Hallmark and Reliance into larger group owners, Scripps Howard moved to 16th place. Gaylord moved to last place when it sold WVUE-TV New Orleans for about $60 million and WTVT Tampa, Fla., to Gillett for $365 million. Taft moved down to 18th and Belo moved to 19th.

In the chart on page 33, market penetration is based on Arbitron figures released in October. FCC regulations allow for ownership of up to 12 TV stations when coverage of the U.S. remains below 25% (or 14 stations if the owner is a minority). UHF stations recieve a 50% discount on coverage.

Television's top 20

These will be the 20 companies at the top in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts) should all proposed sales take place. The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1986-87 market ADI household and percentage figures released in October. UHF stations are figured at a 50% discount in coverage, according to FCC rules.

1. □ Capital Cities/ABC (24.43%)

Ch. 7 WABC-TV New York (1) 7.78%
Ch. 7 KABC-TV Los Angeles (2) 5.17%
Ch. 7 WLS-TV Chicago (3) 3.50%
Ch. 6 WPVI-TV Philadelphia (4) 3.01%
Ch. 7 KGO-TV San Francisco (5) 2.37%
Ch. 13 KTRK-TV Houston (10) 1.66%
Ch. 11 WTVD(TV) Durham, N.C. (35) .71%
Ch. 30 KFSN-TV Fresno, Calif. (63) .23%.

2. □ NBC/GE (22.38%)

Ch. 4 WNBC-TV New York (1) 7.78%
Ch. 4 KNBC(TV) Los Angeles (2) 5.17%
Ch. 5 WMAQ-TV Chicago (3) 3.50%
Ch. 4 WRC-TV Washington (9) 1.78%
Ch. 3 WKYC-TV Cleveland (11) 1.61%
Ch. 4 WTVJ(TV) Miami (14) 1.37%
Ch. 4 KCNC-TV Denver (19) 1.17%

3. □ CBS (19.46%)

Ch. 2 WCBS-TV New York (1) 7.78%
Ch. 2 KCBS-TV Los Angeles (2) 5.17%
Ch. 2 WBBM-TV Chicago (3) 3.50%
Ch. 10 WCAU-TV Philadelphia (4) 3.01%

4. □ Fox (19.39%)

Ch. 5 WNYW(TV) New York (1) 7.78%
Ch. 11 KTTV(TV) Los Angeles (2) 5.17%
Ch. 32 WFLD(TV) Chicago (3) 1.75%
Ch. 25 WXNE-TV Boston (6) 1.165%
Ch. 33 KDAF(TV) Dallas (8) .915%
Ch. 5 WTTG(TV) Washington (9) 1.78%
Ch. 26 KRIV(TV) Houston (10) .83%

5. □ Tribune Broadcasting (18.69%)

Ch. 11 WPIX(TV) New York (1) 7.78%
Ch. 5 KTLA(TV) Los Angeles (2) 5.17%
Ch. 9 WGN-TV Chicago (3) 3.50%
Ch. 46 WGNX(TV) Atlanta (12) .70%
Ch. 2 KWGN-TV Denver (19) 1.17%
Ch. 26 WGNO-TV New Orleans (33) .37%

6. □ Home Shopping Network (15.61%)

Ch. 68 WHSE(TV) Newark, N.J. (1) 3.89%
Ch. 46 KHSC(TV) Ontario, Calif. (2) 2.585%
Ch. 60 WPWR-TV Aurora, Ill. (3) 1.75%
Ch. 65 WHSP(TV) Vineland, N.J. (4) 1.525%
Ch. 66 KPST-TV Vallejo, Calif. (5) 1.185%
Ch. 66 WHSH Marlborough, Mass. (6) 1.165%
Ch. 49 KLTJ(TV) Irving, Tex. (8) .915%
Ch. 67 KHSH(TV) Alvin, Tex. (10) .83%
Ch. 61 WCLQ-TV Cleveland (11) .805%
Ch. 24 WHSW(TV) Baltimore (21) .51%
Ch. 22 KWVT(TV) Salem, Ore. (26) .45%

7. □ Chris Craft Industries (10.405%)

Ch. 13 KCOP(TV) Los Angeles (2) 5.17%
Ch. 44 KBHK-TV San Francisco (5) 1.185%
Ch. 9 KMSP-TV Minneapolis (15) 1.37%
Ch. 45 KUTP(TV) Phoenix (22) .51%
Ch. 12 KPTV(TV) Portland, Ore. (26) .90
Ch. 4 KTVX(TV) Salt Lake City (41) .66%
Ch. 4 KMOL-TV San Antonio, Tex. (44) .61%

8. □ Group W (10.11%)

Ch. 3 KYW-TV Philadelphia (4) 3.01%
Ch. 5 KPIX(TV) San Francisco (5) 2.37%
Ch. 4 WBZ-TV Boston (6) 2.33%
Ch. 2 KDKA-TV Pittsburgh (13) 1.38%
Ch. 13 WJZ-TV Baltimore (21) 1.02%

9. □ Reliance Group (*9.175%)

Ch. 47 WNJU-TV Linden, N.J. (1) 3.89%
Ch. 52 KVEA(TV) Corona, Calif. (2) 2.585%
Ch. 48 KSTS(TV) San Jose (5) 1.185%
*Ch. 48 New TV Galveston, Tex. (10) .83%
Ch. 51 WSCV Fort Lauderdale, Fla. (14) .685%
Ch. 2 WKAQ-TV San Juan, P.R. NR**

10. □ Gannett (8.795%)

Ch. 56 WLVI-TV Boston (6) 1.165%
Ch. 9 WUSA(TV) Washington (9) 1.78%
Ch. 11 WXIA-TV Atlanta (12) 1.40%
Ch. 11 KARE(TV) Minneapolis (15) 1.37%
Ch. 9 KUSA-TV Denver (19) 1.17%
Ch. 12 KPNX-TV Phoenix (22) 1.02%
Ch. 5 KOCO-TV Oklahoma City (37) .70%
Ch. 24 KVUE-TV Austin, Tex. (72) .19

11. □ Cox (8.91%)

Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.37%
Ch. 50 WKBD-TV Detroit (7) .96%
Ch. 2 WSB-TV Atlanta (12) 1.40%
Ch. 11 WPXI(TV) Pittsburgh (13) 1.38%
Ch. 30 KDNL-TV St. Louis (18) .60%
Ch. 9 WFTV(TV) Orlando (27) .86%
Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
Ch. 7 WHIO-TV Dayton, Ohio (48) .58%

12. □ Hallmark Cards (8.88%)

Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.89%
Ch. 34 KMEX-TV Los Angeles (2) 2.585%
Ch. 14 KDTV(TV) San Francisco (5) 1.185%
Ch. 23 WLTV(TV) Miami (14) .685%
Ch. 41 KWEX-TV San Antonio, Tex. (44) .305%
Ch. 21 KFTV(TV) Hanford, Calif. (63) .23%

13. □ SCI Holdings (7.795%)

Ch. 38 WSBK-TV Boston (6) 1.165
Ch. 2 WJBK-TV Detroit (7) 1.92%
Ch. 8 WJW-TV Cleveland (11) 1.61%
Ch. 5 WAGA-TV Atlanta (12) 1.40%
Ch. 39 KCST-TV San Diego (25) .45%
Ch. 6 WITI-TV Milwaukee (30) .80%
Ch. 13 WTVG(TV) Toledo, Ohio (65) .45%

14. □ MCA (7.78%)

Ch. 9 WWOR-TV New York (1) 7.78%

15. □ TVX Broadcast Group (7.825%)

Ch. 29 WTAF-TV Philadelphia (4) 1.505%
Ch. 21 KTXA(TV) Fort Worth (8) .915%
Ch. 20 WDCA-TV Washington (9) .89%
Ch. 20 KTXH(TV) Houston (10) .83%
Ch. 6 WCIX(TV) Miami (14) 1.37%
Ch. 30 WCAY-TV Nashville, Tenn. (31) .39%
Ch. 38 WNOL-TV New Orleans (33) .37%
Ch. 22 WLFL-TV Raleigh, N.C. (35) .355%
Ch. 30 WMKW-TV Memphis, Tenn. (39) .335%
Ch. 35 KRRT(TV) Kerrville, Tex. (44) .305%
Ch. 33 WTVZ(TV) Norfolk, Va. (46) .30%
Ch. 38 KJTM-TV Pine Bluff, Ark. (53) .26%

16. □ Scripps Howard (7.585%)

Ch. 7 WXYZ-TV Detroit (7) 1.92%
Ch. 5 WEWS(TV) Cleveland (11) 1.61%
Ch. 28 WFTS(TV) Tampa (17) .62%
Ch. 15 KNXV-TV Phoenix (22) .51%
Ch. 9 WCPO-TV Cincinnati (28) .81%
Ch. 41 KSHB-TV Kansas City, Mo. (29) .405%
Ch. 5 WMC-TV Memphis (39) .67%
Ch. 2 KJRH(TV) Tulsa (52) .53%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (54) .51%

17. □ Hearst (6.92%)

Ch. 5 WCVB-TV Boston (6) 2.33%
Ch. 4 WTAE-TV Pittsburgh (13) 1.38%
Ch. 11 WBAL-TV Baltimore (21) 1.02%
Ch. 9 KMBC-TV Kansas City, Mo. (29) .81%
Ch. 12 WISN-TV Milwaukee (30) .80%
Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%

18. □ Taft (5.83%)

Ch. 10 WTSP-TV St. Petersburg, Fla. (17) 1.24%
Ch. 10 KTSP-TV Phoenix (22) 1.02%
Ch. 12 WKRC-TV Cincinnati (28) .81%
Ch. 4 WDAF-TV Kansas City, Mo. (29) .81%
Ch. 6 WTVN-TV Columbus, Ohio (34) .74%
Ch. 6 WBRC-TV Birmingham, Ala. (43) .63%
Ch. 8 WGHP-TV High Point, N.C. (50) .58%

19. □ Belo Broadcasting (5.68%)

Ch. 8 WFAA-TV Dallas (8) 1.83%
Ch. 11 KHOU-TV Houston (10) 1.66%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.06%
Ch. 13 WVEC-TV Hampton, Va. (46) .60%
Ch. 6 KOTV(TV) Tulsa, Okla. (52) .53%

20. □ Gaylord Broadcasting (5.225%)

Ch. 11 KTVT(TV) Fort Worth (8) 1.83%
Ch. 39 KHTV(TV) Houston (10) .83%
Ch. 43 WUAB(TV) Cleveland (11) .805%
Ch. 11 KSTW(TV) Tacoma, Wash. (16) 1.36%
Ch. 18 WVTV(TV) Milwaukee (30) .40%

* Coverage when station is completed.
** TV Groups with stations in markets not rated by Arbitron must supply audience reach figures to the FCC, but only at the time of a sale.

WAJL(AM) Winter Park, Fla. (see below). Buyer is owned by Robert Thompson, Shreveport, La.-based attorney with no other broadcast interests. Filed May 18.

■ WWLD(AM) Pine Castle-Sky Lake, Fla. (1190 khz; 5 kw-D)—Granted assignment of license from Comco Inc. to Alleluia Ministries Inc. for $300,000. Seller is owned by Walter M. Windsor. It has no other broadcast interests. Buyer is owned by Albert Chubb and his wife, Elayne. It is also selling WAJL(AM) Winter Park, Fla. (see below). Action Aug. 18.

■ WAJL(AM) Winter Park, Fla. (1440 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Alleluia Ministries Inc. to Metroplex Communications Inc. for $1.1 million. Seller is buying WWLD(AM) Pine Castle-Sky Lake, Fla. (see above). Buyer is Cleveland-based group of six AM's and seven FM's owned by Norman Wain and Robert C. Wiess. Action Aug. 18.

■ WDEN-AM-FM Macon, Ga. (1500 khz; 1 kw-D; FM: 105.3 mhz; 105 kw; HAAT: 770 ft.)—Granted assignment of license from WDEN Communications Ltd. to Magic Broadcasting for $6 million. Seller is owned by Thom E. Smith, Frank Burge and Austin Paddock. It has no other broadcast interests. Buyer is owned by Doug Grimm and Don McCoy, who also own WJYR(FM) Myrtle Beach, S.C. It is also buying WLSQ(AM)-WREZ(FM) Montgomery, Ala. Action Aug. 6.

■ WALI(AM)-WROG(FM) Cumberland, Md. (AM: 1230 khz; 1 kw-U; FM: 102.9 mhz; 3.5 kw; HAAT: 1,400 ft.)—Granted assignment of license from Community Service Broadcasters Inc. to Tschudy Communications Corp. for $865,000. Seller is owned by C. Alfred Dick and William A. Hubbard. It has no other broadcast interests. Buyer is owned by Earl Judy, who also owns WSIG(AM) Mt. Jackson, Va. Action Aug. 13.

■ WATN(AM) Watertown and WTOJ(FM) Carthage, both New York (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 103.1 mhz; 3 kw; HAAT: 363 ft.)—Dismissed assignment of license from A.P.A. Communications Inc. to Hastings Broadcasting Corp. for $1.7 million. Seller is owned by Dean Aubol and Frank Penny. Penny owns WEBO(AM)-WQWT(FM) Oswego, N.Y. Aubol was former owner of WTHU(FM) Thurmont, Md. Buyer is owned by Gordon H. Hastings and his wife, Linda. Hastings is former president of Katz Television and also owns WDOS(AM)-WSRK(FM) Oneonta, N.Y. Action Aug. 14.

■ WISE(AM) Asheville, N.C. (1310 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Pine Trails Broadcasting Co. to United Broadcasting Enterprises Inc. for $425,000. Seller is subsidiary of Heritage Broadcast Group Inc., Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It recently bought WWNC(AM) Asheville for $7,250,000. Buyer is owned by Glenn Wilcox and W.T. Denman. Wilcox owns Wilcox World Travel, Asheville-based travel agency. Denman is local attorney. Action Aug. 19.

■ WEBG(AM) Ebensburg, Pa. (1580 khz; 1 kw-D)—Granted assignment of license from Ebensburg Broadcast Group Inc. to Cambria Broadcasting Inc. for $52,000. Seller is owned by Phillip P. Lenz, who has no other broadcast interests. Buyer is owned by Jaan E. Vaino, New Testament Missionary Fellowship and three others. It has no other broadcast interests. Action Aug. 14.

■ WIXR(AM) Mount Pleasant, S.C. (1480 khz; 1 kw-D)—Granted assignment of license from Patricia R. Vestal to Mount Pleasant Communications Inc. for $115,000. Seller has no other broadcast interests. Buyer is owned by William G. Dudley, who has no other broadcast interests. Action Aug. 13.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New Stations

Applications

AM's

■ Dungeness, Wash.—KMO Inc. seeks 1600 khz; 5 kw-U. Address: P.O. Box 1277; Tacoma, Wash. 98401. Principal is owned by James L. Baine, who also owns KKMO(FM) Tacoma, Wash. Filed Aug. 3.

FM's

■ DeKalb, Ill.—Tana S. Knetch seeks 94.9 mhz; 3 kw; HAAT: 328 ft. Address: 1018 DeKalb Ave., Sycamore, Ill. 60178. Principal has no other broadcast interests. Filed Aug. 17.

■ Shreveport, La.—Willie A. Jackson seeks 102.9 mhz; 50 kw; HAAT: 492 ft. Address: 7022 Bunkerhill Rd., New Orleans 70127. Principal has no other broadcast interests. Filed Aug. 14.

■ Topsail Beach, N.C.—Roy L. Jones seeks 280; 3 kw; HAAT: 328 ft. Address: 812 Robert E. Lee Dr., Wilmington, N.C. 28430. Principal has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Topsail Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 325 ft. Address: #1 South Topsail Dr., P.O. Box 2190, Surf City, N.C. 28540. Principal is owned by Hiram Creagh Bell and David Clarence Lanier, who have no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Jackson Lee Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 325 ft. Address: 131 South Anderson Blvd., Topsail Beach, N.C. 28445. Principal is owned by Jackson Lee, who has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Topsail Beach FM Partnership seeks 280; 3kw; HAAT: 328 ft. Address: P.O. Box 3031; 28445. Principal is owned by Milton Rae Oppegaard and 25 others, it has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Group Three W Inc. seeks 280; 3kw; HAAT: 328 ft. Address: P.O. Box 3303; 28445. Principal is owned by brothers Sidney and Hiram Williams who have no other broadcast interests. Filed Aug. 12.

■ Ravena, N.Y.—Ravena Broadcast Partners seek 94.5 mhz; 3 kw; HAAT: 85 m. 4433 Wells Parkway, University Park, Md. 29782. Principal is owned by Arthur Belendiuk; Jeffrey Busch and Darrell Bauguess. It has no other broadcast interests. Filed Aug. 12.

■ Lytle, Tex.—The Stronghold Foundation Inc. seeks 91.3 mhz; 3 kw; HAAT: 90 m. Address: 13719 Stony Forest, San Antonio, Tex. 78231. Principal is nonprofit corporation headed by James C. Baer. Filed Aug. 20.

TV's

■ Yauco, P.R.—Telemundo Group Inc. seeks ch. 42; ERP vis. 4,200 kw, HAAT: 2,146.5 ft. Address: 1290 Ave. of the Americas, New York 10104. Principal is group of four Spanish-language TV's purchased last year from John Blair & Co. It is owned by Reliance Group Holdings, publicly traded New York-based investment firm principally owned by financier Saul Steinberg. Telemundo is headed by Henry R. Silverman, president. Filed Aug. 12.

■ Yauco, P.R.—Maranatha Christian Network seeks ch. 42; ERP vis. 1,000 kw, HAAT: 1,949.3 ft. Address: Calle 7, FF-7; Victoria Heoghts, Bayamon, P.R. 00619. Principal is equally owned by Iris Torres, Santiago Gonzales and Jesus Rodriguez, who have no other broadcast interests. Filed Aug. 12.

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